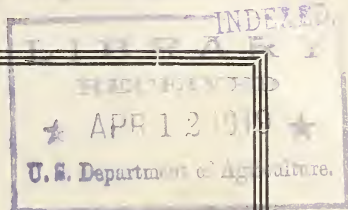


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Do not assume content reflects current scientific knowledge, policies, or practices.



PLANT

Paper-shell Pecans, (budded or
grafted trees)

Oranges, Figs and Grapes

THE BIG MONEY MAKERS FOR THE SOUTH



The New Orleans Pecan Nursery
Company

Office, 3442 St. Charles Ave.

New Orleans, La.

C. W. Eichling, President & General Manager

PHONE UPTOWN 188

Nurseries at Lacombe, La.,

St. Tammany Parish

ADVICE TO CUSTOMERS

PLEASE READ BEFORE MAKING OUT ORDERS

All Quotations are f. o. b. Lacombe, La., St. Tammany Parish, where our nurseries are located.

Terms, Cash with order, if for immediate shipment. On orders booked in advance of the shipping season 25 per cent down, with the balance due when the shipping season opens.

Remittances may be made by P. O. Money Order, Express Money Order, Bank Draft, or Registered Letter. Cash sent through the mail is at sender's risk. Make all remittances payable to **C. W. Eichling, President**.

Orders Booked will be held subject to purchaser's order until February 1. Should they not be taken up by that time, or no special arrangement be made for holding further than the date named, they will be considered cancelled, and the amount paid will be forfeited.

Applying Prices. Five, fifty and five hundred trees of one class at ten, hundred and thousand rates, respectively, purchaser's selection from varieties of one fruit having a common price. For instance, fifty or more oranges, in one or more varieties, would come at the hundred rate, and five hundred or more at the thousand rate. The foregoing does not apply to badly assorted orders, or to long lists made up of a few of each of many varieties.

Shipping Directions. Give plain and explicit directions for shipping. When none are given, we shall use our judgment in the matter, but in all cases shipments are at purchaser's expense and risk.

Shipping Season is from November to April for all trees and plants. Citrus trees can, however, be shipped at any season of the year, but summer shipments must be by express.

No Charge for Packing. Our packing is done in the most careful manner, without any regard to the cost, for which no charge is made.

We Guarantee all stock sent out to be well rooted, well grown, true to name, properly packed, and shipped according to instructions. Our liability under the foregoing guaranty is limited in amount to the original price received.

Substitution. When out of varieties ordered, we will substitute others, unless otherwise instructed.

Our Liability. We shall exercise every reasonable care and precaution in taking care of the stock purchased or booked for future delivery by any of our customers, and shall endeavor to deliver it in the best condition when wanted. But our liability shall not extend further than this, and it is expressly stipulated that we are not to be held liable for loss by any act of Providence beyond our control.

Claims. If, by any possibility, errors should occur, they will be promptly rectified, if claim is made within ten days after the receipt of the goods.

Contract for Planting. We contract to plant and take care of large orchards anywhere in the Coast country, under the supervision of our expert horticulturists, giving them the same scientific care and attention that we give to our own orchards.

Horticultural Questions and Advice. We are pleased to answer inquiries from our customers concerning the selection of the soils, what to plant, when to plant, etc.

No Orders desired for less than \$2.00. Packing and shipping is expensive.



Partial View of Our Pecan Nursery at Lacombe, La.

THE PECAN

THE MOST VALUABLE FRUIT TREE FOR THE SOUTH.

If the owners of cotton fields and cut-over pine lands had been able to procure grafted paper-shell pecan trees twenty years ago of the approved varieties we are offering to-day, thousands of them would have planted and would be independent to-day. It has been proven that five acres of pecan grove of full bearing size will make a living for a small family, while a ten-acre grove will yield a princely income.

THE COST OF A PECAN GROVE.

The cost of growing a Pecan Grove will not be much more than the cost of the trees, because the land on which they are planted fifty feet apart should be kept in cultivation by growing paying farm crops or truck. This minimizes the cost of caring for the trees and a few dollars for fertilizers, where the land is poor, is the only additional outlay. Smaller fruit trees can be planted between the pecan trees.

HOW LONG BEFORE A PECAN GROVE PAYS.

This depends upon the kind of trees you plant and the cultivation you give them. While some of our trees have borne a few nuts the fourth year after planting, we do not believe in misleading planters and will say that with good

cultivation a paying crop should be gathered seven to eight years after planting, which would make the trees twelve years old, as they are from three to five years old when you get them; one to two years grafts on two to three-year stock.

Remember, that during these seven or eight years you have almost the full use of your land for crops.

The increase in yield after the ninth year is wonderful, the tree reaching its full maturity at from 25 to 35 years.

Such trees have borne several hundred pounds of nuts each and selling at about 40 cents per pound wholesale, it is easy to figure out the wonderful income from such a grove. Even if the price of Fancy Pecans, in the course of time, should drop to 20 cents per pound, which may not happen in twenty years, the income from 200 trees at 100 pounds each, would be \$4,000.00, without any expense for labor except picking and marketing the crop.

THE COTTON BELT IS THE PECAN BELT.

Wherever cotton can be successfully grown such land is suitable for pecan trees. While some varieties of pecans succeed further north, the best fancy varieties are natives of the Gulf States and thrive best within the limits of the Cotton Belt.

OTHER FRUIT TREES BETWEEN THE PECAN ROWS.

In one direction of the pecan rows other fruit trees suitable for the respective section may be planted, such as orange, fig, plums, Japanese persimmons, peach and grapes. These fruit trees will grow and bear until the pecan trees require all the space, when the pecan trees will continue to pay handsomely for a century or more after. Where pecan trees are planted 50 to 60 feet apart, there is ample space between the trees to plant two other fruit trees of the varieties mentioned. A strip five feet wide on each side of the tree rows should be kept cultivated and free from grass or crop, thus allowing seven-eighths of the land to be planted in such crops as cotton, corn, peas or any crop in which grass is not permitted to get the overhand.

Two strong stakes on the sides where the plow passes will protect the trees from injury.

PLANTING AND FERTILIZING.

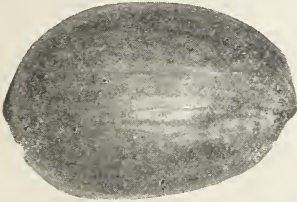
The proper distance for pecan trees is from 50 to 60 feet, according to the quality of the land. Plant from end of November to March. December and January plantings are best. Wet, swampy land is the only kind on which pecan trees will not grow. While they have lived through overflows lasting several months, they delight in rich, well-drained land. Plow deep and harrow well before planting. Holes should not be less than two by two feet. Where soil is sour, throw a few handfuls of air-slacked lime in the hole against the walls before planting.

Three pounds of bone meal is all that is needed for planting a pecan tree. This should be mixed with the soil while it is being put back into the hole, taking care not to get it in contact with the roots. Plant the tree as deep as it stood in the nursery. Pack the soil well down between the roots with a blunt stick without bruising the roots. When the hole is about three-fourths full give a bucket of water and fill up, allowing the top soil to remain loose and mellow. A top dressing of old stable manure or leaves will keep the grass from growing and will add to the fertility of the soil. Every spring, before the leaves appear, rake in a few pounds of a complete fertilizer, such as is used for truck.

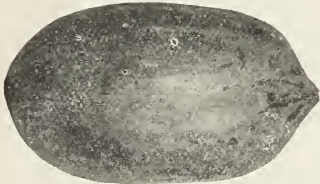
When the trees begin to bear, use less nitrogen in fertilizing and give larger doses of phosphoric acid and potash up to 8 or 10 pounds per tree, applied in a circle indicated by the length of the branches.

VARIETIES OF PECANS.

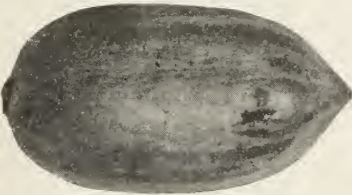
We enumerate the varieties as nearly as possible according to their acknowledged value, as expressed by the greatest authorities on Pecans in the South.



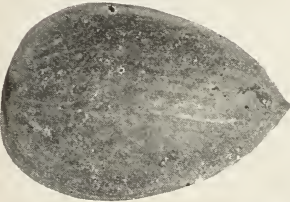
SUCCESS.—The heaviest kernel of all existing varieties; soft shell, large and sweet.



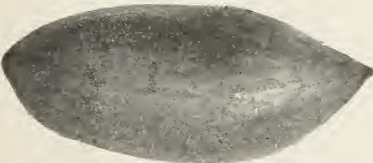
STUART.—A strong rival for first place with Success; good bearer, soft shell and of the best quality.



FROTSCHER.—The largest Paper Shell Pecan. In some sections it has the preference over all others.



PABST.—Medium thin shell, excellent flavor, healthy grower and prolific bearer.



VAN DEMAN.—Very long, pointed nut, of fine flavor; shells easily; regular bearer.



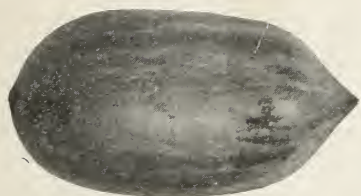
SCHLEY.—Medium size, very thin shell; the nut that brings the highest price on account of its excellent flavor.



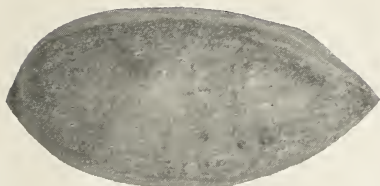
A Block of 10,000 Orange Trees.



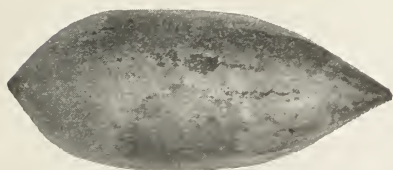
A Block of 12,000 Fig Trees.



DELMAS.—Very early and heavy bearer; nuts very large, of good flavor.



NELSON. — The largest Pecan known; thrifty grower and good bearer. Shell medium. Its size sells it.



RUSSELL and MEXICAN PAPER SHELL.—The two thinnest shelled nuts; too thin for shipping long distances, but splendid for the home garden.

ALLEY, TECHE and STECKLER only in small quantities. These are very fine varieties. Very scarce and favorites in some sections.

PRICES.

PECAN TREES—	1 Tree.	10 Trees.	100 Trees.	1000 Trees.
1—2 feet.....	\$ 0.60	\$ 5.00	\$40.00	\$350.00
2—3 feet.....	.75	6.00	50.00	450.00
3—4 feet.....	1.00	8.00	65.00	550.00
4—5 feet.....	1.25	10.00	80.00	650.00

A few extra large trees for the lawn \$2.50 each.

ORANGES.

ORANGE TREES.—Satsuma, Grape Fruit, Louisiana Sweet, Mandarin, Tangerine, Budded on Trifoliata Stock.

Our Orange Trees are clean and healthy; they have never been exposed to canker, white fly or any other trouble.

	1 Tree	10 Trees	100 Trees
1—2 feet branched	\$0.75	\$ 6.50	\$50.00
2—3 feet well branched90	7.50	60.00
3—4 feet well branched	1.25	10.00	80.00

FIGS.

	10 Trees	100 Trees
1½ feet	\$1.00	\$ 8.00
2 feet	1.50	10.00
3 feet	2.00	15.00
4 feet	2.25	20.00

Club with your neighbors to get the benefit of the hundred price.

PERSIMMONS AND PLUMS.

JAPANESE PERSIMMON.—Tane Nashi, Okame, Yeddo-Ichi, Triumph.

3—4 feet, 30 cents each, \$3.00 per doz.

PLUM.—**EICHLING'S ALPHA.**—Ripening May 20th; the earliest large Plum in existence; quality the best.

3—4 feet each, 50 cents, dozen \$5.00.

TERRELL PLUM.—Next to Alpha in earliness; large and sweet; full annual crop.

3—4 feet, each 30 cents, doz. \$3.00

GRAPES.

After years of experimenting, we found that neither the California varieties nor the Northern or the French will ever amount to anything in the South; they are weak growers, poor bearers and too much subject to diseases and attacks of insects.

If you wish grapes that bear a heavy crop every year, plant our Southern Hybrids, originated in the South, acclimated, tested and found satisfactory.

Eichling's two new Grapes, Extra Early, ripening about June 20th, fully three weeks earlier than any known variety, enabling the grower to command a fancy price for his fruit. There will never be enough of these two varieties of Grapes to supply the demand at a time when the market is cleaned up and no other Grapes expected for weeks.

EXTRA EARLY WHITE.—Berries medium, very juicy and sweet, bunch of good size.

EXTRA EARLY RED.—This variety was pronounced by New Orleans fruit men the most valuable grape ever produced on account of its earliness and fine table qualities.

Price, each, 50 cents; dozen, \$5.00.

WHITE MALAGA.—Large, heavy, immense bunch; very sweet; ripe September 1st.

HERBEMONT.—Light red, berries medium, bunches large; the healthiest grower and surest bearer of all. August 1-15th.

Price of above two varieties, 20 cents each; dozen, \$2.00.

Spray in mid-winter with blue stone, one pound to 25 gallons of water. Spray again just before blooming time with Bordeaux mixture, to which add arsenate of lead at the rate of 2 pounds to 50 gallons of mixture.

After the fruit is set, spray with the same mixture, covering every part of the vine.

Our Orange Trees are clean and healthy; they have never been exposed to canker, white fly or any other trouble.

Address all communications to the office.

THE NEW ORLEANS PECAN NURSERY COMPANY

C. W. Eichling, President and General Manager.

3442 ST. CHARLES AVENUE,

'Phone, Uptown 188.

NEW ORLEANS, LA.

Write for our List of Roses and Hardy Palms. The best collection in the South.



GENERAL VIEW OF OUR ORANGE NURSERY

Satsuma Oranges should be planted on a large scale and are safe within a 100 mile radius from the gulf; they can withstand a temperature of 12 degrees above zero. Since February 1899 they have never been injured by a freeze, and large paying crops have been sold from trees planted since then.

IT IS SURPRISING how early orange trees bear, hundreds of our two-year-old nursery trees are fruiting and some four-year-old trees have a hundred and more oranges on.

PLANT LARGE ORANGE TREES. Our stock is budded on heavy four-year-old hardy Citrus trifoliata branched from the bottom and cannot be compared with the spindly whips sold by the foot by some nurseries. Such single stems have to be cut down to half their length in order to get a well-proportioned tree; ours are already shaped to grow right on.

EVERY family yard should have a few orange trees. We should have more pride in this noble Southern fruit tree and give it the place in our gardens and orchards it deserves.

THE MOST VALUABLE FRUIT TREE for the South, next to the Pecan.

ALL PRICES F. O. B. LACOMBE, LA., ST. TAMMANY PARISH.

PRICE OF ORANGE TREES.—Satsuma, Grape Fruit, Louisiana Sweet, Mandarin, Tangerine and Kumquats, Budded on Trifoliata Stock.

Our Orange Trees are clean and healthy; they have never been exposed to canker, white fly or any other trouble.

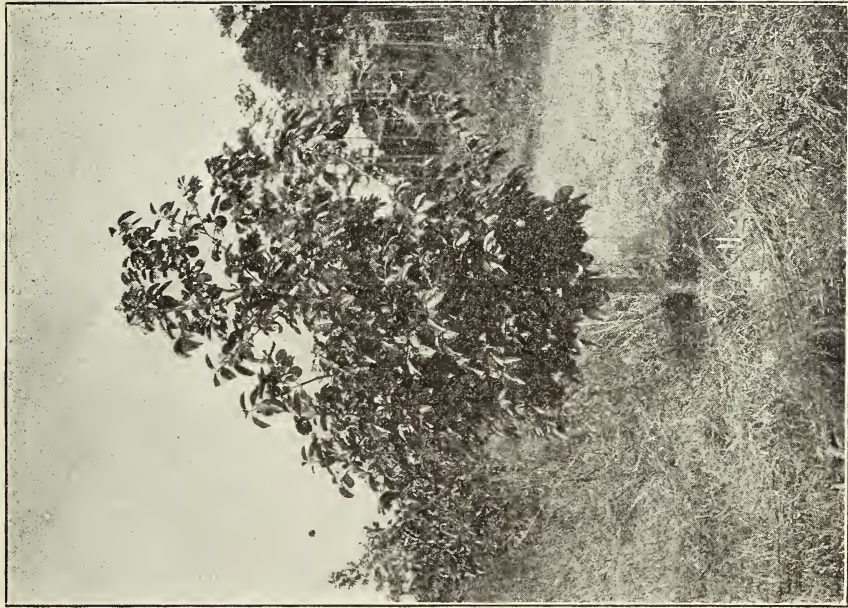
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1—2 feet branched	\$0.75	\$ 6.50	\$50.00
2—3 feet well branched90	7.50	60.00
3—4 feet well branched	1.25	10.00	80.00



RECORD GROWTH OF TEN-FOOT NURSERY TREES
ONE YEAR FROM THE BUD



TWO-YEAR-OLD GRAPE FRUIT IN NURSERY



FOUR-YEAR-OLD JAPANESE PERSIMMON
LOADED WITH FRUIT



TWO-YEAR-OLD ORANGE LOUISIANA SWEET IN THE NURSERY

WATSON BROS N. O.

RETURN TO POMOLOGICAL
SECTION OF NOMENCLATURE

FEB 23 1917

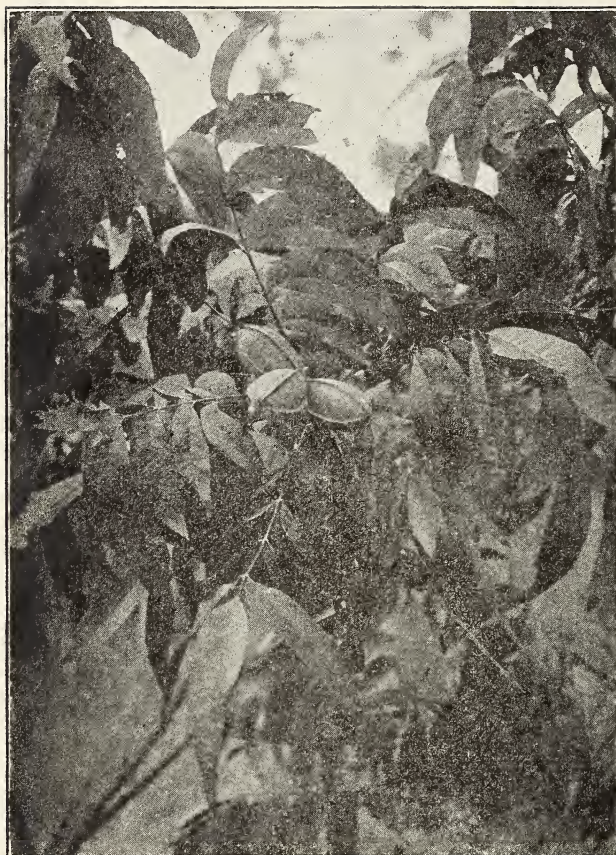
INDEXED.



BEARING PECAN TREE THREE YEARS AFTER PLANTING

The New Orleans Pecan Nursery Company

Office, 3442 St. Charles Avenue, New Orleans, La.



A BARGAIN IN LARGE PECAN TREES

PLANT LARGE TREES

In our own groves we plant only large trees from 7-9 feet; these bear in a few years. We can spare a few hundred of these extra large trees at \$1.50 each, or \$15.00 per dozen. Their actual value is \$2.50 each, and they are scarce.

Fruit On a Nelson Pecan Three Years After Planting.

FACTS ABOUT BEARING AGE AND YIELD

Much depends upon cultivation and fertilization. The tree on our front page is one of several hundred planted at the same time; some of them bore the third year after planting. We have records of a grove of Frotscher trees that bore on an average of 57 pounds per tree the seventh year after planting.

The crop from an eighteen-acre grove nine years after planting amounted to 75 barrels of 130 pounds each, or 9,750 pounds, that sold on an average of 50 cents per pound.

A ten-year-old Van Deman yielded 100 pounds of nuts in Ocean Springs, Miss. At 13 years the crop was 185 pounds, and then Van Deman is not as heavy a cropper as Success, Stuart or Frotscher.

The original Pabst tree has many years of two barrel crops to its credit. There is a Stuart tree in Georgia that has produced as high as 325 pounds a year, the nuts selling at 40 cents per pound. This tree is valued at \$1000.00.

You can do the same by proper cultivation and fertilization.

ALL PRICES F. O. B. LACOMBE, LA., ST. TAMMANY PARISH.

PRICE OF PECAN TREES—	1 Tree.	10 Trees.	100 Trees.	1000 Trees.
2—3 feet	\$0.75	\$6.00	\$50.00	\$450.00
3—4 feet	1.00	8.00	65.00	550.00
4—5 feet	1.25	10.00	80.00	650.00

A few extra large trees for the lawn \$1.50 to \$2.50 each.

READ! READ! READ!

Read What Mr. A. B. Gilmore, Managing Editor of "Modern Farming," says in
Favor of Planting Grafted Pecan Trees.

CONSIDER THE PECAN

Farmers who have recognized the great value of grafted papershell pecans on the farm increase their plantings from year to year. We often hear old farmers say how much they regret not having planted pecan trees years ago; and yet they have not so much to regret considering the mistakes they might have made in paying high prices for inferior varieties. It is only a few years, comparatively, since the pecan nursery business has been put on a solid basis. Nurserymen's experiences of the past twenty years have brought about many changes in methods of cultivation, discarding of varieties, sifting down to the best, etc. and the man who plants pecan trees today enjoys the benefit of years of study and experiment by the best pecan men in the South.

Texas, Georgia, and Florida are the leaders in acreage of pecan groves. Mississippi is fast falling in line and Louisiana, too, is waking up to the value of an investment in fancy pecan trees. And the further the extension of the business, the quicker is the erroneous impression being dissipated that it requires from ten to fifteen years before a pecan grove brings any returns.

It should be remembered, also, that a pecan grove can be grown virtually without any cost to its owner if there is a diversification of crops planted in between the trees, such as hog pasture crops and leguminous hays. The three P's—Pecans, Pigs and Peas—should be before every farmer's mind all the time.

The one-crop system is to be regarded as a thing of the past for safe farming and pecans, real fancy pecans, will help mightily to solve the problem. Every farmer should put fifteen to twenty per cent of his land into grafted pecan trees and lay the foundation for an easy income in the future. Pecan trees, of the right kind, are the best life insurance for the farmer; he can get his money back on the premium and enjoy the returns in his old age, besides leaving a valuable heritage for his children and theirs.

We have observed pecan trees with some fruit this season that were planted three and a half years ago, and Success and Stuart trees are to be seen loaded down with large, fancy nuts six years after planting. Records can be referred to that would open the skeptic's eyes to the possibilities and absolute value of fancy pecan trees. Illustrative of returns, there is an authenticated instance of a Thomasville, Ga., grower who sold from a ten-acre grove, from 1911 to 1913, exactly 4,929 pounds of pecans for \$1,875.89. This grove was planted in 1905 and in 1908 the first nuts ripened. The crops of 1909 and 1910 were sold at fifty cents per pound; the varieties, Success, Stuart, Frottscher, and Pabst.

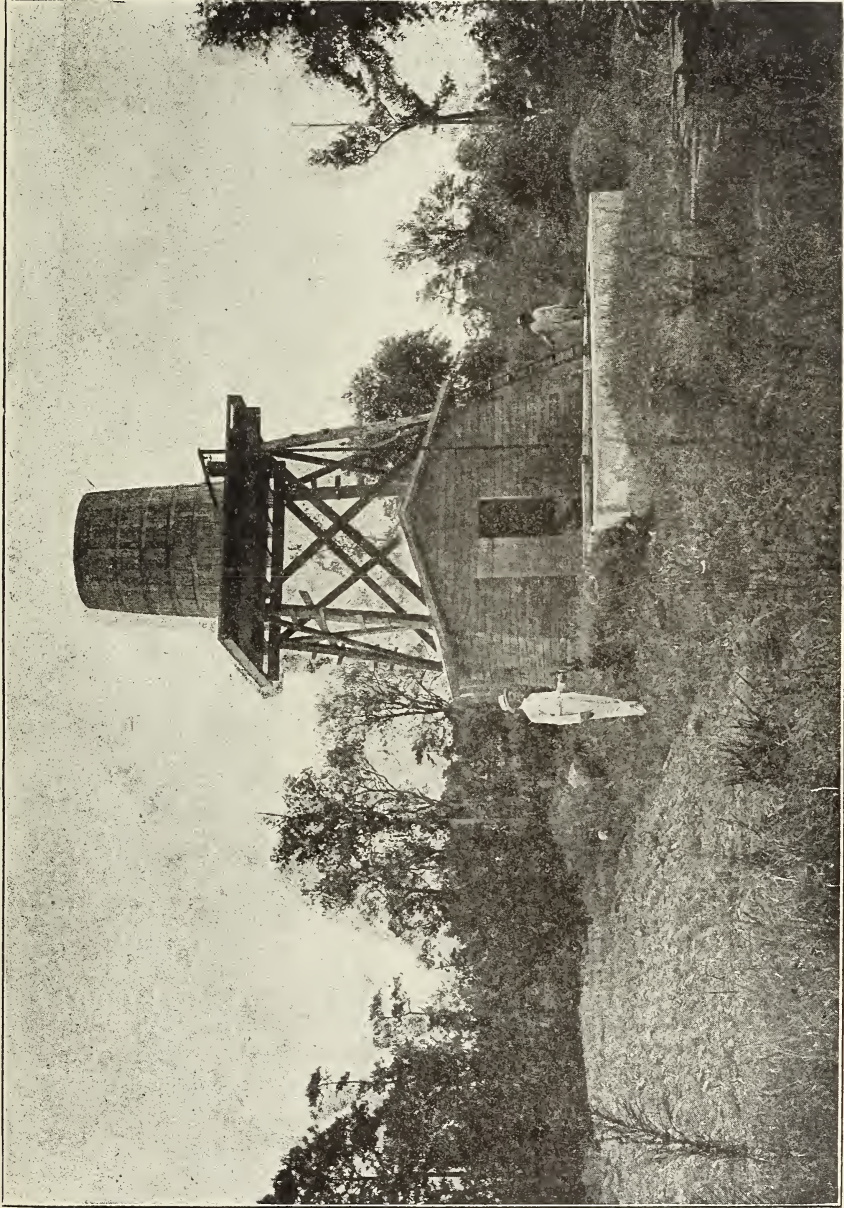
Another noteworthy case is that of a Delmas pecan tree in Ocean Springs, Mississippi, planted in February, 1900, which began bearing in 1933, and even after cutting hundreds of scions for grafting from it, it is now forty-five inches in circumference at two feet above the ground, with a spread of about fifty feet, and has already brought in several hundred dollars for the fruit.

Hundreds of examples of profitable results, figures that are to be relied upon, can be cited in proof of profitable results from fancy pecans; what has been done can be done again, and it can be done by the average farmer on the average farm. But any man who contemplates the setting out of pecan trees should first settle firmly in his mind his willingness to give the trees what they require in careful planting, through cultivation and fertilization. If this policy of caring for the trees is to be pursued without fail, then we say, go ahead and plant pecan trees, and time will most likely prove it the best investment ever made on the farm.

Write Now for Any Information You may Want on the Subject and Order from
the Most Reliable Nursery in the South.

THE NEW ORLEANS PECAN NURSERY COMPANY

C. W. EICHLING, General Manager, 3442 St. Charles Avenue, New Orleans, La.



IRRIGATION PLANT—We are prepared for a dry season. Irrigation is not absolutely necessary, but pecan trees delight in plenty of moisture at the root.— An occasional watering during the extreme dry spell is beneficial.



TWO-YEAR-OLD BEARING MANDARINS IN NURSERY ROWS

VALUED COMPLIMENTS FROM CUSTOMERS

The Joe L. Ullathorne Seed Co., Memphis, Tenn., bought 800 pecan trees of different sizes, and writes us that their trade was highly pleased with our stock.

Mr. S. G. Simmons, Nona, La., had 100 Frotscher trees from us that proved a source of pleasure to him.

Mr. G. C. Alexius, Covington, La., bought 500 trees of Success, Stuart and Frotscher and writes that they are the finest trees he ever planted. Our root system is perfect.

Mr. H. N. Pettigrew, New Iberia, La., planted 200 pecans and 300 orange trees in the spring of 1916; he will want more the coming season. He says they were O. K.

Dr. A. Caine, New Orleans, had us to ship 113 pecan trees to his plantation in Alabama; they were highly satisfactory.

Mr. J. W. Thompson, Bonfouca, La., received from us 243 pecans, some orange and fig, planted as late as end of February, and in July there was not a single tree missing.

Among other satisfied customers are Mrs. J. B. Simmons, Mr. Edwin F. Beck, Mr. Henry McKee, Mr. Gus Oertling, Mr. J. H. Williams, Mr. F. D. Gatz, and hundreds of others.

We can truthfully state that we have not had a single complaint of any consequence.